

CRAFTING A VALUE STATEMENT

FILL IN THE BLANKS:

Our _____
helps _____
who want to _____
by _____

ELEVATOR PITCH

THE VALUE OF THE LIBRARY

Your pitch should succinctly answer these questions:

1. Who are you? Why are you a credible voice on this issue?
2. What does your library do, and who benefits?
3. Why does it matter? What is the impact on your community?
4. (If applicable) What support do you need, and what will you do with that support?

After answering the above, craft your elevator pitch using the 27-9-3 method. Your elevator pitch should be no more than 27 words spoken within 9 seconds with no more than 3 points discussed.

TIP

Draw upon your own personal experiences and use local examples to help show the impact of libraries in your community.